

Message Text

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11

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /050 W

----- 034756

R 010810Z AUG 75

FM AMEMBASSY STOCKHOLM

TO SECSTATE WASHDC 5263

INFO USDOC WASHDC

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 3736

COMMERCE FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: CCP '75 FOR SWEDEN, FINAL REPORT

REF: 1. STOCKHOLM A-201, JUNE 28, 1974; 2. STOCKHOLM A-360,
OCTOBER 29, 1974; 3. STOCKHOLM A-89, MARCH 27, 1974

1. SUMMARY: MOST CAMPAIGN AND NON-CAMPAIGN OBJECTIVES FOR CCP '75 WERE ACHIEVED OR EXCEEDED. THE CERP REPORTING SCHEDULE WAS FULLY ACCOMPLISHED; THE TRADE CENTER MOUNTED EIGHT EXHIBITIONS, TWO JEEP'S AND ONE CATALOG EXHIBITION WITH FULL SUPPORT FROM USDOC'S BIC/OIM. WITHIN THE CCP PROGRAM ACTIVITIES A NATION-WIDE IN-STORE PROMOTION PROGRAM WAS COMPLETED IN COOPERATION WITH USDOC AND AN INVEST IN USA CONFERENCE (FULLY FUNDED BY THE PARTICIPANTS) WAS ACCOMPLISHED IN COOPERATION WITH USDOC'S INDUSTRIAL DEVELOPMENT ATTACHE (IDA). COMMERCIAL PROGRAM YEAR END OPERATING EXPENSES WERE REPORTED IN OUR 3283. AS REGARDS THE LATTER, EXTRAORDINARY SUPPORT FROM POST'S ADMIN ENABLED MISSION TO COMPLETE NON-PROGRAMMED MAJOR FTI UPDATE AND EXPANDED COMMERCIAL NEWSLETTER DISTRIBUTION. THE ACTIVITY TARGETS WERE BASICALLY ACHIEVED; TARGETS WERE GENERALLY REALISTIC, BUT CONCERTED EFFORT WAS REQUIRED IN

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SEVERAL AREAS. AGAIN, SUPPORT FROM POST'S ADMIN PARTICULARLY

IN FINAL QUARTER IN FORM OF TRAVEL AND REPRESENTATION FUNDS
ENABLED MANAGERS TO ACCOMPLISH OBJECTIVES. END SUMMARY.

2. CAMPAIGNS.

(1) DATA PROCESSING - NTM EXHIBITORS IN MARCH SHOW SIGNIFICANTLY
OVER TARGET OF 15; BSP'S MORE THAN 50 OVER TARGET; TOP'S 4 OVER
TARGET OF 15.

(2) ENVIRONMENTAL CONTROL EQUIPMENT - NTM EXHIBITORS AT
DECEMBER SHOW ABOVE TARGET OF 15; NTM FIRMS INTRODUCED VIA
OTHER VEHICLES ONE OVER TARGET OF 15; DIRECT PURCHASE
TOP'S TWO UNDER TARGET OF 15; BSP'S OVER TARGET; GROUP
TRAVEL GOAL WAS ACHIEVED.

(3) METALS INDUSTRIES - INTRODUCTION OF NTM'S WAS WELL
OVER TARGET OF 15; DIRECT PURCHASE TOP'S FOUR OVER TARGET
OF 15; BSP AND GROUP TRAVEL GOALS WERE ACHIEVED.

(4) FOREST PRODUCTS - INTRODUCTION OF NTM FIRMS ABOVE
TARGET; DIRECT PURCHASE TOP'S, BSP, GROUP TRAVEL AND CERP
GOALS WERE ACHIEVED.

(5) INDUSTRIAL AND SCIENTIFIC INSTRUMENTS - INTRODUCTION
OF NTM FIRMS WELL ABOVE TARGET OF 15; DIRECT PURCHASE
TOP'S THREE ABOVE TARGET OF 20; BSP TARGET, GROUP TRAVEL
AND CERP GOALS WERE ACHIEVED.

(6) BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT - NTM
EXHIBITORS AT OCTOBER SHOW WELL OVER TARGET; NTM FIRMS
INTRODUCED BY OTHER VEHICLES WELL OVER TARGET OF 15;
DIRECT PURCHASE TOP'S OVER TARGET; BSP'S WELL OVER TARGET
GROUP TRAVEL TARGET REACHED.

(7) GRAPHIC ARTS EQUIPMENT - NTM INTRODUCTIONS ON TARGET
OF 10; DIRECT PURCHASE TOP'S ON TARGET OF 10; BSP AND
GROUP TRAVEL GOALS WERE ACHIEVED.

(8) ELECTRONICS - NTM EXHIBITORS IN APRIL SHOW WAS 4 UNDER
TARGET OF 15; NTM FIRMS INTRODUCED WITH OTHER METHODS WELL
ABOVE TARGET OF 15; DIRECT PURCHASE TOP'S ON TARGET OF 15;
BSP, GROUP TRAVEL AND REPORTING GOALS WERE ACHIEVED.

(9) ENERGY SOURCES - NTM FIRMS INTRODUCED WERE ABOVE TARGET
OF 15; DIRECT PURCHASE TOP'S WERE ON TARGET OF 10; BSP
AND GROUP TRAVEL GOALS WERE REACHED.

(10) INVEST IN USA - FULL FLEDGED SEMINAR HELD IN OCTOBER
CONTINUING TO PAY DIVIDENDS IN TERMS OF DIRECT INVESTMENT
AND LICENSING INTERESTS BY LOCAL FIRMS WHICH ARE BEING
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REPORTED AND FOLLOWED UP WELL INTO FY '76.

(11) VISIT USA - MAJOR EMPHASIS GIVEN TO GROUP FOREIGN
BUYERS PROGRAM (FBP) HAS YIELDED GRATIFYING RESULTS;
134-MEMBER CONEXPO GROUP PER OUR 659 AND 110-MEMBER
GOTEBORG PORT GROUP PER OUR 487 BEING BUT TWO EXAMPLES.
NIV VISA ISSUANCE BY EMBASSY CONSULAR SECTION HAS
REGISTERED CONTINUED INCREASES - 8.75 PER CENT OVER 1974
WHICH WAS IN TURN ALSO A YEAR OF INCREASED ISSUANCE OVER

1973. SUBSTANTIAL PUBLICITY WAS GENERATED ON ADVANTAGES
OF USA AS TOURIST TARGET BOTH IN TRADE AND INDUSTRY PRESS
AS REPORTED FOR EXAMPLE OUR A-383 AND 4248 AS WELL AS
THROUGH TRAVEL AGENCY MULTIPLIERS AS PER OUR A-451.
(12) NON CAMPAIGNS - NOTABLE ACHIEVEMENTS INCLUDED 423
AGENCY AND 64 DIRECT PURCHASE TOP'S; 790 WTDR/FTT'S WHICH
INCLUDED SUBSTANTIAL UPDATE) AND SIX ISSUE COMMERCIAL
NEWSLETTER. FULL SUMMARY AND STATISTICAL DATA THIS AREA
BEING REPORTED BY AIRGRAM.
STRAUSZ-HUPE

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